DOCUMENT RESUME

ED 164 073 JC 790 084

AUTHOR Gullo, Philip T.; McDaniel, Walter A.
TITLE Economic Industrial Survey of Atlantic County.
INSTITUTION Atlantic Community Coll., Mays Landing, N.J.
NOTE 44p.; Tables in small type have been deleted from the document, enlarged, and reinserted on the page following their original position

EDRS PRICE MF-$0.83 HC-$2.06 Plus Postage.
DESCRIPTORS Cooperative Education; Economic Climate; *Economic Research; Educational Background; *Employer Attitudes; Employers; Employment Opportunities; *Employment Qualifications; Employment Trends; Industrial Personnel; Junior Colleges; *Labor Market; Manpower Needs; Occupational Information; *Occupational Surveys; School Industry Relationship
IDENTIFIERS New Jersey (Atlantic City)

ABSTRACT

Of the 116 firms involved in an economic industrial survey of Atlantic County (New Jersey), 92 (78%) firms responded. The major activity of 91% of the responding firms was of the light industry type, within which there was some diversity. Findings of the study include the following: a greater number of full-time employees were employed than part-time employees (7,931 vs. 129); 59% of the firms indicated that the number of employees was stable as compared to the prior year; 22% indicated an increased number of employees, with the mean turnover rate being 10%; and most employees received an hourly wage. With respect to employee education, the respondents indicated the following: 66% of the firms indicated that less than 10% of their employees had some form of postsecondary education; 55% indicated that the desired level of education for entry was a high school diploma; 79% of the firms did not compensate employees for obtaining additional education; and 34% expressed a positive view of job-oriented education at the community college level. When asked about participating in Atlantic Community College's Cooperative Education Program, the majority indicated a desire for additional information before making a decision. The study revealed a broad range of occupational fields open to associate degree holders. Several local industries were not included in the study. The survey instrument is appended. (MB)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED164073

ECONOMIC INDUSTRIAL SURVEY OF ATLANTIC COUNTY

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

Walter A. McDaniel

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC) AND USERS OF THE ERIC SYSTEM."

by

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

Philip T. Gullo
Research Assistant

and

Walter A. McDaniel
Director of Institutional Research

Dr. Lawrence R. Winchell, Jr.
President

Office of the President
Atlantic Community College
Black Horse Pike
Mays Landing, N. J. 08330

JC 790 084

TABLE OF CONTENTS

Section		Page
LIST OF TABLES		v
INTRODUCTION		ii
ABSTRACT		iii
RECOMMENDATIONS		iv
LIMITATIONS		1
METHOD		2
DISCUSSION		5
REFERENCES		17
APPENDIX A.	ECONOMIC INDUSTRIAL SURVEY - August 1977	18
APPENDIX B.	LIST OF PARTICIPATING FIRMS BY MUNICIPALITY	23

INTRODUCTION

Dr. Lawrence R. Winchell, Jr., President of Atlantic Community College, commissioned the Economic Industrial Survey. This commission was influenced by: the desire to be responsive to the educational needs of the citizens of the county, the hope of opening the door of higher education for more traditional and non-traditional students, the necessity of developing relevant career and vocational programs, a willingness to work in harmony with the economic sector, the intention of helping people become more effective citizens, and an eagerness to instill in people a love of knowledge and of excellence.

An abstract and a page of recommendations are provided so that the reader may discern the tenor of the EIS without having to "plow" through the more technical aspects of the document.

The Economic Industrial Survey (EIS) was conducted by the Office of Institutional Research. Businesses listed in the 1975 New Jersey Industrial Directory which had Atlantic County addresses were surveyed. This directory represented the most recent listing of firms with the county. The research purpose of the EIS was to describe, along selected dimensions, the economic environment of Atlantic County.

ABSTRACT

The major activities of the ninety-two firms surveyed may be described as the light industrial type with some semblances of diversity. These firms employ a far greater number of full-time employees than part-time employees. Fifty-nine percent of the firms described the employment picture as stable compared to last year. Twenty-two percent indicated an increase in employment. The mean employee turnover rate was ten percent. Most employees received an hourly wage.

With respect to education, approximately two-thirds of the firms indicated that less than ten percent of their employees had some form of post-secondary education. Seventy-nine percent of the firms did not compensate their employees for obtaining additional education. These firms seemed to be divided evenly in opinion in reference to the benefits of a job-oriented education at the community college level. When questioned about participating in Atlantic Community College's Cooperative Education Program, the majority of the firms requested additional information before making a decision. It was found that there is a broad range of occupational fields open to graduates with the Associate Degree.

RECOMMENDATIONS

1. It is recommended that the College should make an effort to notify present and potential students that there is a job market in Atlantic County, in a wide range of occupations, for persons with a two-year degree.

2. It is recommended that efforts be directed toward attracting additional light and heavy industrial firms into Atlantic County.

3. It is recommended that the College should establish a line of communication with those firms wishing to participate in the Cooperative Education Program.

4. It is recommended that the College should send descriptive information on the Cooperative Education Program to those firms which indicated a desire for additional information, in an effort to recruit additional participants.

5. It is recommended that the College should increase the offerings in the curricula (Cooperative Education).

LIST OF TABLES

Table		Page
1.	DISTRIBUTION OF RESPONDENTS BY MAJOR ACTIVITY OF FIRM	5
2.	NUMBER OF FULL-TIME EMPLOYEES BY MAJOR ACTIVITY OF FIRM	6
3.	NUMBER OF EMPLOYEES COMPARED TO ONE YEAR AGO	7
4.	MEAN DISTRIBUTION OF HOURLY AND SALARIED EMPLOYEES BY TYPE OF INDUSTRY	8
5.	PERCENT OF EMPLOYEES WHO HAVE POST-SECONDARY EDUCATION BY TYPE OF INDUSTRY	9
6.	ESTIMATE OF VALUE OF JOB-ORIENTED EDUCATION	10
7.	ATTITUDE TOWARD COOPERATIVE EDUCATION BY TYPE OF INDUSTRY	11
8.	ESTIMATES OF THE FUTURE JOB MARKET	14

LIMITATIONS:

The economic effects of Casino Gaming and Offshore Drilling were not discussed in this study. The agricultural, banking, hospitality-management, restaurant, and retail industries were not surveyed; although, they too are important. Separate surveys and other research techniques will be used to gather data from these industries.

The third question on the revised instrument received a very low response rate; therefore, it was omitted from the report. This same phenomenon was encountered on two sections of Table VIII. The sections referring to "the number of part-time and full-time employees" and the "income range" of full-time employees were omitted because of the low response rate.

The percentages may not sum to exactly one hundred percent (100%) because of rounding errors. This does not mean that the calculations are in error.

METHOD

A formative evaluation approach seemed appropriate in view of the program development potential. This approach provides immediate feedback to program developers, planners, curriculum specialist, and administrators. Bloom (1971) and Reeves (1971) discuss this approach, give examples, and are excellent references.

Within the context of the formative evaluation approach, the survey method was deemed the most desirable method to collect the necessary information. The reader is referred to Block (1967) and Lansing (1973) who present a more thorough discussion of survey research. The survey instrument (Appendix A) is a revision of a similar one designed by Burlington County College, Pemberton, New Jersey. They conducted an analogous study in 1972. The revised instrument reflects the particular concerns of Atlantic Community College and seem to subsume the salient aspects of the references previously cited.

The revised instrument consists of nineteen questions and a checklist. Two of the nineteen questions require narrative responses. The remaining questions require a checking or numbering type response. The information gathered answers ten research questions. The ten research questions are:

1. What is the major activity of the firm?
2. What is the number of full-time and part-time employees at the last pay period?
3. Compared to one year ago, describe the number of employees.

4. What is the distribution of salaried and hourly employees?

5. What percent of the employees have formal education beyond the high school level?

6. Would additional technical or job-oriented education at the community college level be of "on the job" benefit to your employees?

7. Would the firm participate in the Cooperative Education Program of Atlantic Community College?

8. What incentives are offered to current employees to obtain additional education?

9. What is the desired level of education for initial employment of applicants?

10. What are the future employment prospects of persons with the Associate of Science and Associate of Arts degrees?

The revised survey was mailed to one hundred forty-nine (149) firms on August 12, 1977. They were asked to respond within a period of two weeks. If a firm did not respond within this period, a postcard was sent to them as a reminder. One week after the mailing of the postcard, the non-respondents were contacted via telephone.

Of the one hundred forty-nine (149) firms, twenty-eight (28) or nineteen percent (19%) moved out of the county or "went out of business". This phenomenon was observed in the Labor Market Survey conducted by Stockton State College. Gandicas (1976) states:

> "For the purpose of the Labor Market Survey the New Jersey Department of Labor and Industry supplied the list of employers. These lists are dependent on the seasonal variation and change by as much as 20%. In addition, many of the companies that appear on the list do not have operations in the county, have gone out of business, are incorrectly addressed, or incorrectly named."

It could be concluded that this nineteen percent (19%) variation represents an

error factor associated with the list which could be expected and seems to be normal. Ten of the firms had merged thereby creating five firms.

The firms which had gone out of business plus the firms which had merged were subtracted from the initial one hundred forty-nine (149) firms. This left a remainder of one hundred sixteen (116) firms of which ninety-two (92) responded. Therefore, the response rate is seventy-nine percent (79%).

For discussion purposes the following definitions are offered.

Heavy Industry (H) is a primary industry which usually involves the extraction of raw materials which are later manufactured into finished products. Construction may also be included within this definition.

Light Industry (L) which is considered a secondary industry, takes already finished products derived from primary industries and adds additional value to these finished products.

Service Industry (S) is considered as a support industry which usually exists due to a specific needs, i. e. utilities.

DISCUSSION

QUESTION #1: WHAT IS THE MAJOR ACTIVITY OF THE FIRM?

Results: Table I contains the distribution of the respondents by major activity of the firm. Light Industry accounts for ninety-one percent (91%) of the respondents.

Light Industry is diversified; however, four major activities seem to account for forty-nine percent (49%) of all the industrial activities.

Conclusions: The major activity of the firms may be described as the light industrial type with some semblances of diversity.

Recommendations: 1. It is recommended that efforts be directed toward attracting some Heavy Industry.

Table I

DISTRIBUTION OF RESPONDENTS BY MAJOR ACTIVITY OF FIRM

Major Activity	Number	Percent
General Building Construction (H)	1	1.1
Highway and Heavy Construction (H)	2	2.2
Construction and Special Trade Contractors (H)	2	2.2
Food and Kindred Products (L)	15	16.3
Textile Mill Products (L)	2	2.2
Apparel and Finished Clothing (L)	15	16.3
Lumber and Wood Products except Furniture (L)	6	6.5
Furniture Manufacturing (L)	3	3.3
Paper and Allied Products (L)	1	1.1
Printing and Allied Industries (L)	5	5.4
Chemical and Allied Products (L)	4	4.3
Stone, Clay and Glass Products (L)	5	5.4
Rubber and Plastic Products (L)	4	4.3
Primary Metal Products (H)	1	1.1
Fabricated Metal Products (L)	8	8.7
Machinery except Electric (L)	4	4.3
Electric Machinery and Equipment (L)	3	3.3
Miscellaneous Manufacturing (H) (L)	7	7.6
Professional and Scientific Equipment (L)	2	2.2
Electric, Gas and Sanitary Services (S)	1	1.1
Miscellaneous Repair Service (S)	1	1.1
Total	92	100.0%

2. It is recommended that incentives be offered to Light Industries of varying industrial classifications to locate within the area.

QUESTION #2: WHAT IS THE NUMBER OF FULL-TIME AND PART-TIME EMPLOYEES AT THE LAST PAY PERIOD?

Results: Table II displays the distribution of full-time employees. (64% male, 36% female). The number of full-time employees for the last pay period was seven thousand nine hundred thirty-one (7,931). The industrial classification of Stone, Clay and Glass Products employs the largest number of workers. Six (6) major activities employ approximately seventy-eight percent (78%) of all the full-time employees. There were only one hundred twenty-nine (129) part-time employees during the last pay period.

Table II

NUMBER OF FULL-TIME EMPLOYEES BY MAJOR ACTIVITY OF FIRM

Major Activity	# Employers	# Full Time Employees	% of Total Full Time Employers	Mean/ Employer
General Building Construction (H)	1	20	.25	20.0
Highway and Heavy Construction (H)	2	95	1.20	47.5
Construction and Special Trade Contractors (H)	2	40	.50	20.0
Food and Kindred Products (L)	15	823	10.38	58.8
Textile Mill Products (L)	2	30	.38	15.0
Apparel and Finished Clothing (L)	15	1109	13.98	73.9
Lumber and Wood Products except Furniture (L)	6	168	2.12	28.0
Furniture Manufacturing (L)	3	41	.52	13.6
Paper and Allied Products (L)	1	200	2.52	200.0
Printing and Allied Industries (L)	5	452	5.70	90.4
Chemical and Allied Products (L)	4	950	11.98	237.5
Stone, Clay and Glass Products (L)	5	1347	16.98	269.4
Rubber and Plastic Products (L)	4	1023	12.90	255.8
Primary Metal Products (H)	1	3	.03	3.0
Fabricated Metal Products (L)	8	154	1.94	19.3
Machinery except Electric (L)	4	75	.95	18.3
Electric Machinery and Equipment (L)	3	42	.53	14.0
Miscellaneous Manufacturing (H) (L)	7	905	11.41	129.3
Professional and Scientific Equipment (L)	2	42	.53	21.0
Electric, Gas and Sanitary Services (S)	1	412	5.19	412.0
Miscellaneous Repair Service (S)	1	*	*	*
Total	92	7931	100.0	86.2

* Not all firms responded to this question.

Conclusion: The respondents employ a far greater number of full-time employees than part-time employees.

QUESTION #3: COMPARED TO A YEAR AGO, DESCRIBE THE NUMBER OF EMPLOYEES IN YOUR FIRM.

Results: Table III indicates that compared to a year ago, the employment picture seems stable.

Conclusions: Fifty-nine percent (59%) of the firms described the employment picture as stable. Twenty-two percent (22%) of the firms indicated an increase in the number of employees while nineteen percent (19%) indicated a decrease. The percentage of employee turnover ranged from zero to seventy-five percent (0-75%). The average percentage of employee turnover was approximately ten

Table III

NUMBER OF EMPLOYEES COMPARED TO ONE YEAR AGO

Major Activity	Up 25%	Up 10-25%	Up < 10%	Stable	Down < 10%	Down 10-25%	Down 25% or more
General Building Construction (H)		1					
Highway and Heavy Construction (H)			1			1	
Construction and Special Trade Contractors (H)		1			1		
Food and Kindred Products (L)			1	13			
Textile Mill Products (L)		1		1		1	
Apparel and Finished Clothing (L)		1	2	6	4	2	
Lumber and Wood Products except Furniture (L)	1			4	1		
Furniture Manufacturing (L)			1	2			
Paper and Allied Products (L)				1			
Printing and Allied Industries (L)		1		3			1
Chemical and Allied Products (L)			1	3			
Stone, Clay and Glass Products (L)			2	3			
Rubber and Plastic Products (L)			2		1		
Primary Metal Products (H)				1			
Fabricated Metal Products (L)		2		5			1
Machinery except Electric (L)		1		3			
Electric Machinery and Equipment (L)				1	1		1
Miscellaneous Manufacturing (H) (L)		1		4	2		
Professional and Scientific Equipment (L)				2			
Electric, Gas and Sanitary Services (S)				1			
Miscellaneous Repair Service (S)							
Total	1	9	10	53	10	4	3

percent (10%). This average seems low and may be indicative of job satisfaction.

QUESTION #4: IN YOUR FIRM, WHAT IS THE DISTRIBUTION OF HOURLY AND SALARIED EMPLOYEES?

Results: Table IV shows the mean distribution of hourly and salaried employees by major activity. In all but four (4) of the major activities the majority of the workers receive an hourly wage.

Table IV

MEAN DISTRIBUTION OF HOURLY AND SALARIED EMPLOYEES BY TYPE OF INDUSTRY *

Major Activity	% Hourly	% Salaried
General Building Construction (H)	10.0	90.0
Highway and Heavy Construction (H)	70.0	30.0
Construction and Special Trade Contractors (H)	35.0	65.0
Food and Kindred Products (L)	71.2	28.8
Textile Mill Products (L)	35.0	65.0
Apparel and Finished Clothing (L)	42.3	57.7
Lumber and Wood Products except Furniture (L)	88.2	11.8
Furniture Manufacturing (L)	61.0	39.0
Paper and Allied Products (L)	92.0	8.0
Printing and Allied Industries (L)	78.4	21.6
Chemical and Allied Products (L)	58.0	42.0
Stone, Clay and Glass Products (L)	90.4	9.6
Rubber and Plastic Products (L)	77.3	22.6
Primary Metal Products (H)	66.0	34.0
Fabricated Metal Products (L)	78.7	21.3
Machinery except Electric (L)	72.0	28.0
Electric Machinery and Equipment (L)	76.3	23.7
Miscellaneous Manufacturing (H) (L)	84.2	15.8
Professional and Scientific Equipment (L)	74.0	26.0
Electric, Gas and Sanitary Services (S)	80.0	20.0
Miscellaneous Repair Service (S)		

* Not all firms reported the percent of hourly and salaried employees.

Conclusions: Most of the employees receive an hourly wage. Few employees receive salaries.

QUESTION #5: APPROXIMATELY WHAT PERCENT OF EMPLOYEES HAVE FORMAL EDUCATION BEYOND HIGH SCHOOL LEVEL?

Results: Table V shows the percent of employees by major activity who have a post-secondary education.

Conclusions: Approximately two-thirds (2/3) of the respondents stated that less than ten percent (10%) of their employees had some form of post-secondary education.

Table V

PERCENT OF EMPLOYEES WHO HAVE POST-SECONDARY EDUCATION BY TYPE OF INDUSTRY

Major Activity	Number of Firms Reporting 10%	11-20%	21-30%	31-40%	41% or more
General Building Construction (H)			1		
Highway and Heavy Construction (H)		2			
Construction and Special Trade Contractors (H)	1		1		
Food and Kindred Products (L)	12	1	1		1
Textile Mill Products (L)		1			
Apparel and Finished Clothing (L)	14		1		
Lumber and Wood Products except Furniture (L)	5	1			
Furniture Manufacturing (L)	2	1			
Paper and Allied Products (L)		1			
Printing and Allied Industries (L)	2	2			1
Chemical and Allied Products (L)	1	1	1	1	
Stone, Clay and Glass Products (L)	4				
Rubber and Plastic Products (L)	1	2			
Primary Metal Products (H)	1				
Fabricated Metal Products (L)	6		1		
Machinery except Electric (L)	3	1			
Electric Machinery and Equipment (L)	2	1			
Miscellaneous Manufacturing (H) (L)	2	4			1
Professional and Scientific Equipment (L)	1	1			
Electric, Gas and Sanitary Services (S)			1		
Miscellaneous Repair Service (S)					
Total	57	19	7	1	3

QUESTION #6: WOULD ADDITIONAL TECHNICAL OR JOB-ORIENTED EDUCATION AT THE COMMUNITY COLLEGE LEVEL BE OF "ON THE JOB" BENEFIT TO YOUR EMPLOYEES?

Results: Table VI displays the estimates of value of a job-oriented education. Thirty-one (31) firms or thirty-four percent (34%) of the respondents expressed a positive view toward a job-oriented education.

Conclusions: Opinion seems to be evenly divided.

When asked whether any type of formal "in-house" education was provided to their employees, thirty-two firms (32) or thirty-five percent (35%) of the respondents contended that some form of education was offered. This education ranged from an orientation program of less than a day to programs of several weeks for management personnel.

Table VI

ESTIMATE OF VALUE OF JOB-ORIENTED EDUCATION

Major Activity	YES	NO	UNCERTAIN
General Building Construction (H)			1
Highway and Heavy Construction (H)	1		1
Construction and Special Trade Contractors (H)			2
Food and Kindred Products (L)	6	5	4
Textile Mill Products (L)	1		1
Apparel and Finished Clothing (L)	2	9	4
Lumber and Wood Products except Furniture (L)	1	4	1
Furniture Manufacturing (L)	1	2	
Paper and Allied Products (L)	1		
Printing and Allied Industries (L)	1	2	2
Chemical and Allied Products (L)	1		3
Stone, Clay and Glass Products (L)		2	3
Rubber and Plastic Products (L)	2		2
Primary Metal Products (H)	1		
Fabricated Metal Products (L)	3	2	2
Machinery except Electric (L)	1	1	2
Electric Machinery and Equipment (L)	1	2	
Miscellaneous Manufacturing (H) (L)	6		1
Professional and Scientific Equipment (L)	1	1	
Electric, Gas and Sanitary Services (S)	1		
Miscellaneous Repair Service (S)			1
Total	31	30	31

QUESTION #7: WOULD THE FIRM PARTICIPATE IN THE COOPERATIVE EDUCATION PROGRAM OF ATLANTIC COMMUNITY COLLEGE?

Results: Table VII displays the attitude toward cooperative education by major activity.

Conclusion: The majority of firms indicated they needed more information before reaching a decision on whether or not to participate.

Recommendation: The college should contact those firms wishing to participate in the cooperative education program. The college should also send descriptive information of the program to those firms which indicated the need for more information.

Table VII

ATTITUDE TOWARD COOPERATIVE EDUCATION BY TYPE OF INDUSTRY *

Major Activity	Now Participating	Would Participate	Would Not Participate	More Info Needed
General Building Construction (H)	1			
Highway and Heavy Construction (H)				2
Construction and Special Trade Contractors (H)				2
Food and Kindred Products (L)		2	2	11
Textile Mill Products (L)		1		1
Apparel and Finished Clothing (L)			6	9
Lumber and Wood Products except Furniture (L)			2	4
Furniture Manufacturing (L)				3
Paper and Allied Products (L)				1
Printing and Allied Industries (L)		1	2	2
Chemical and Allied Products (L)			1	3
Stone, Clay and Glass Products (L)			2	3
Rubber and Plastic Products (L)			1	3
Primary Metal Products (H)				1
Fabricated Metal Products (L)		1	1	6
Machinery except Electric (L)		1	1	2
Electric Machinery and Equipment (L)				3
Miscellaneous Manufacturing (H) (L)	1	2	3	1
Professional and Scientific Equipment (L)		1		1
Electric, Gas and Sanitary Services (S)			1	
Miscellaneous Repair Service (S)				1
Total	2	9	22	59

QUESTION #8: WHAT INCENTIVES ARE OFFERED TO CURRENT EMPLOYEES TO OBTAIN ADDITIONAL EDUCATION?

Results: Nineteen (19) firms or twenty-one percent (21%) of the respondents indicated that they compensated employees for tuition or fees. Seventy-three (73) firms did not compensate their employees.

Sixty-seven (67) firms or seventy-three percent (73%) of the respondents offered no formal system of recognition. Four (4) firms stated that they offered direct financial incentives as recognition of educational attainment. Six (6) firms offered indirect incentives. Seven (7) firms offered some other form of recognition, usually by individual evaluation.

The firms were asked if they would participate in a program at Atlantic Community College which would offer credit and non-credit college courses for their employees. Sixty percent (60%) of the firms indicated that more information was needed before a decision could be made.

In response to another question, forty percent (40%) of the firms expressed a willingness to participate in workshops, seminars, and short courses covering a myriad of interest areas. Respondents expressed a preference that these activities be conducted after normal business hours and preferably on the campus of Atlantic Community College.

Conclusion: Seventy-nine percent (79%) of the respondents do not offer compensation to their employees for obtaining additional education.

Table VIII covers a broad range of estimates of the future job market in Atlantic County. Approximately forty percent (40%) of the respondents completed this table. Sixty-eight percent (68%) of their responses estimate the future job market to remain the same. Thirty-two percent (32%) estimate an upward trend, especially in the field of sales personnel.

Eighty-two percent (82%) of their responses indicated that there was an adequate supply of applicants. Eighteen percent (18%) indicated inadequacy of applicants, mostly in the skilled trade occupations.

Eighty-four percent (84%) of the responses estimated that the quality of training of applicants was adequate. Only sixteen percent (16%) indicated otherwise.

QUESTION #9: <u>WHAT IS THE DESIRED LEVEL OF EDUCATION FOR INITIAL EMPLOYMENT OF APPLICANTS?</u>

<u>Results:</u> Table VIII suggests that fifty-five percent (55%) of the respondents indicated that the desired level of education for entry was a high school diploma. Nineteen percent (19%) of the respondents indicated that the desired level of education for entry was the two-year degree. Twenty-two percent (22%) of the respondents indicated that the desired level of education for entry was the four-year degree.

<u>Conclusion:</u> Over half of the respondents indicated that a high school education is the desired level of education for initial employment. Forty-one percent (41%) of the respondents indicated that a post-secondary degree is the desired level of education for entry.

TABLE VIII

ESTIMATES OF THE FUTURE JOB MARKET

	Future Job Market			Present Supply of Applicants		Quality of Training of Applicants		Desired Level of Education for Entry			
	Up	Same	Down	Adequate	Inadequate	Adequate	Inadequate	HS	Two Year Degree	Four Year Degree	Other
1. Secretarial, clerical	7	12	1	12	1	12	1	10	3	0	0
2. Sales Personnel	8	5	0	8	1	8	3	6	2	3	1
3. Foremen or first line supervisors	2	13	0	10	0	9	2	10	2	2	1
4. Managerial	1	13	0	12	1	11	0	3	2	9	1
5. Technicians, including medical and legal	3	8	0	5	3	7	2	3	4	3	1
6. Skilled Trades	7	12	0	7	10	9	4	9	2	1	3
7. Semi-skilled workers	8	11	0	11	3	9	4	11	2	1	0
8. Unskilled labor	4	7	0	8	0	7	0	7	0	1	0
9. Accounting, bookkeeping	4	5	0	5	0	7	1	5	3	1	0
10. Dataprocessing and/or computer programming	3	5	0	4	0	7	1	2	3	1	0
11. Paraprofessional medical, legal or teaching personnel	0	0	0	0	0	0	0	0	0	0	0
12. Professionals	0	2	0	2	0	3	0	0	0	3	0
13. Office management	0	4	0	3	0	4	0	1	1	3	0
14. Security personnel	0	2	0	2	0	3	0	3	0	0	0
15. Recreation personnel	0	1	0	0	0	0	0	0	0	0	0
Totals	47	100	1	89	19	96	18	70	24	28	6
Percentages	32	68	0	82	18	84	16	55	19	22	5

QUESTION #10: WHAT ARE THE FUTURE EMPLOYMENT PROSPECTS OF PERSONS WITH THE ASSOCIATE OF SCIENCE AND ASSOCIATE OF ARTS DEGREES?

Results: The employment prospects varied according to major activity. The occupational openings most mention as good prospects were: Accounting, Bookkeeping, Candy Making Technology, Data Processing, Drafting, Electronics, Information Services, Highway Engineering, Quality Control, Laboratory Control, Laboratory Technicians, Office and Personnel Management, Plastics, Foremen—First-line Supervisors, and those openings which needed secretarial and clerical skills.

For those holding a Bachelor of Arts or Bachelor of Science Degree, the occupational openings were: Data Processing, Electronic and Industrial Engineering, Biology, Chemistry, Personnel Management, and Advanced Office Management.

When asked for what jobs their applicants were least well qualified, the most prevalent response was secretarial, clerical skills, and technicians.

It should also be mentioned that thirty-five (35) firms stated that they employed A. C. C. graduates and twenty-eight (28) firms stated that they employed Stockton State College graduates.

Conclusions: There are a broad range of occupational fields open to people holding an Associate of Science or Associate of Arts degree in Atlantic County.

Recommendations: It is recommended that the College should make an effort to notify present and potential students that there is a job market in Atlantic County, in a wide range of occupations, for persons with a two-year degree.

REFERENCES

Bloom, B. S., Hastings, J. T. and Madaus, G. F. 1971. Handbook on Formative and Summative Evaluation of Student Learning. New York: McGraw-Hill.

Burlington County College, Burlington County Business and Industrial Survey (Pemberton: Burlington County College, Office of Research, Planning, and Information Services, 1973) 12:72/73.

(Gandica, A., Holmstrom, R. E., and Sless, B.) Labor Market Survey. Pomona: Stockton State College, 1976.

Glock, C. Y. "ed"., 1967. Survey Research in the Social Sciences. New York: Russell Sage Foundation.

Lansing, J. C. and Morgan, J. N. 1971. Economic Survey Methods. Ann Arbor: Institute for Social Research, University of Michigan.

Miller, D. C. 1964. Handbook of Research Design and Social Measurement. New York: McKay.

APPENDIX A

ATLANTIC COMMUNITY COLLEGE

ECONOMIC INDUSTRIAL SURVEY
August, 1977

INTRODUCTION: Atlantic Community College is surveying the business and related institutions of the county in an attempt to provide better services to all segments of the county population. Your help in this important matter will be appreciated.

GENERAL INSTRUCTIONS: Any information you supply will be considered confidential and will not be released to any persons or agencies outside the college. All data will be reported in summary form -- none will be identified with specific employers. Copies of the summary report will be available to participants at the close of the survey. Please read each of the following questions and respond to the most appropriate answer by placing a check mark in the column to the left of the possible answers. Your comments on any of the questions or any related matters are invited.

SECTION I.

1. Below are listed the major groups of industries and services, according to their major group as listed by the U. S. Standard Industrial Classification (SIC) numbers. Check the classification that most nearly describes the major activity of your firm.

MANUFACTURING

( ) 10. Metal mining
( ) 11. Anthracite mining
( ) 12. Bituminous mining
( ) 13. Crude petroleum and natural gas
( ) 14. Sand, gravel, clay, and stone
( ) 15. General Building Construction
( ) 16. Highway and heavy construction
( ) 17. Construction-special trade contractors
( ) 19. Ordnance
( ) 20. Food and kindred products processing
( ) 21. Tobacco Manufacturing
( ) 22. Textile mill products
( ) 23. Apparel and finished clothing products
( ) 24. Lumber and wood products except furniture
( ) 25. Furniture manufacture
( ) 26. Paper and allied products
( ) 27. Printing, publishing, and allied industries
( ) 28. Chemicals and allied products
( ) 29. Petroleum refining and related industries
( ) 30. Rubber and plastic products
( ) 31. Leather and leather products
( ) 32. Stone, clay, and gas products
( ) 33. Primary metal industries
( ) 34. Fabricated metal products except ordnance and machinery
( ) 35. Machinery, except electrical
( ) 36. Electrical machinery and equipment
( ) 37. Transportation equipment
( ) 38. Professional and scientific instruments
( ) 39. Miscellaneous manufactures

SERVICES

( )40. Railroad transportation
( )41. Local, suburban, and inter-urban passenger transportation
( )42. Motor freight transportation
( )44. Water transportation
( )45. Air transportation
( )46. Pipeline transportation
( )47. Misc. transportation services
( )48. Communication services
( )49. Electric, gas, and sanitary services
( ) 50. Wholesale trade and/or warehousing
( ) 60. Banking and finance
( ) 65. Real estate and/or insurance
( ) 67. Holding and investment companies
( ) 72. Personal services
( ) 73. Miscellaneous business services
( ) 75. Auto repair and services
( ) 76. Miscellaneous repair services
( ) 80. Medical and health services
( ) 81. Legal services

2. How many employees did your firm have at the immediate past pay period? (write in number)

1. Full Time _____ 2. Part Time _____

3. What is the age-sex distribution of your employees?

AGE	MALES	FEMALES
a. 16 - 24 years	_____	_____
b. 25 - 34 years	_____	_____
c. 35 - 44 years	_____	_____
d. 45 - 54 years	_____	_____
e. 55 - 64 years	_____	_____
f. 65 + years	_____	_____

4. In comparison to one year ago, is the number of employees in your firm

( ) 1. Up 25% or more
( ) 2. Up more than 10% but less than 25%
( ) 3. Up, less than 10%
( ) 4. Stable, no significant change
( ) 5. Down, but less than 10%
( ) 6. Down 10% or more but less than 25%
( ) 7. Down 25% or more

5. In your firm, what is the approximate division of hourly and salaried employees?

_____ per cent are hourly _____ per cent are salaried

6. During the past year approximately what per cent of turnover in employees has your firm experienced?

_____ per cent

7. Approximately what per cent of the employees of your firm have formal education beyond high school level?

( ) 1. Less than 10%
( ) 2. 11 - 20%
( ) 3. 21 - 30%
( ) 4. 31 - 40%
( ) 5. 41% or more

8. Does your firm provide any type of formal "in house" education for any employees?

( ) 1. Yes ( ) 2. No

9. In your opinion, would additional technical or job-oriented education at the community college level be of "on the job" benefit to your employees?

( ) 1. Yes ( ) 2. No ( ) 3. Uncertain

10. Does your firm compensate employees for tuition or fees if they desire to increase their educational level.

( ) 1. Yes ( ) 2. No

11. How does your firm recognize the attainment of additional formal education by its employees?

( ) 1. No formal system of recognition
( ) 2. Direct financial incentives (additional pay, bonuses, etc.)
( ) 3. Indirect financial incentives (promotions, provisions for increases in seniority, etc.)
( ) 4. Other (explain briefly)

12. It has been suggested that Atlantic Community College offer specific courses, both for college credit and non-credit, for the employees of business firms within Atlantic County. If this suggestion were adopted, would your firm be willing to participate in such a program?

( ) 1. Yes ( ) 2. No ( ) 3. More information is needed before a decision can be made

13. Workshops, seminars, short courses, and training programs in various areas of management development and enrichment would be of interest to our company.

( ) 1. Yes ( ) 2. No

14. We would prefer to have such programs offered

( ) 1. During normal business hours
( ) 2. After normal business hours
( ) 3. At college campus or extension center
( ) 4. On our premises

15. Atlantic Community College operates a cooperative education program in collaboration with some of the county business establishments. If your firm does not participate in this program, would it be willing to do so?

( ) 1. This firm is now a participant in cooperative education
( ) 2. Yes
( ) 3. No
( ) 4. More information is needed before a decision can be made

16-a. At the present time, does your firm employ any persons who have attended Atlantic Community College?

( ) 1. Yes ( ) 2. No ( ) 3. Uncertain

16-b. At the present time, does your firm employ any persons who have attended Stockton State College?

( ) 1. Yes ( ) 2. No ( ) 3. Uncertain

17. In your firm, do you expect there to be openings for persons with two-year college degrees within the next two years?

( ) 1. Yes ( ) 2. No ( ) 3. Uncertain

18-a. Please specify the areas in which you would expect opening for two-year college graduates.

18-b. Please specify the areas in which you expect openings for four-year college graduates.

19. In your firm, what jobs are the applicants least well qualified in terms of education?

Section II

19. Below are listed some broad occupational areas. In columns 1 and 2 indicate the number of full and/or part time employees your firm employs in each of the areas. Place check marks in the appropriate columns (3-12) under the remaining four major headings to indicate the relevant present and future situation in your best judgement.

	No. Employed	
	1 Full time	2 Part time
1. Secretarial, clerical		
2. Sales Personnel		
3. Foremen or first line supervisors		
4. Managerial		
5. Technicians including		
6. Skilled trades		
7. Semi-skilled workers		
8. Unskilled labor		
9. Accounting, bookkeeping		
10. Dataprocessing and/or computer programming		
11. Para professional medical, legal, or teaching personnel		
12. Professionals		
13. Office management		
14. Security personnel		
15. Recreation personnel		

Section II

19. Below are listed some broad occupational areas. In columns 1 and 2 indicate the number of full and/or part time employees your firm employs in each of the areas. Place check marks in the appropriate columns (3-12) under the remaining four major headings to indicate the relevant present and future situation in your best judgement.

	Future Job Market		
	3 Up	4 Same	5 Down
1. Secretarial, clerical			
2. Sales Personnel			
3. Foremen or first line supervisors			
4. Managerial			
5. Technicians including			
6. Skilled trades			
7. Semi-skilled workers			
8. Unskilled labor			
9. Accounting, bookkeeping			
10. Dataprocessing and/or computer programming			
11. Para professional medical, legal, or teaching personnel			
12. Professionals			
13. Office management			
14. Security personnel			
15. Recreation personnel			

Section II

19. Below are listed some broad occupational areas. In columns 1 and 2 indicate the number of full and/or part time employees your firm employs in each of the areas. Place check marks in the appropriate columns (3-12) under the remaining four major headings to indicate the relevant present and future situation in your best judgement.

	Present supply of Applicants	
	6 Adequate	7 Inadequate
1. Secretarial, clerical		
2. Sales Personnel		
3. Foremen or first line supervisors		
4. Managerial		
5. Technicians including		
6. Skilled trades		
7. Semi-skilled workers		
8. Unskilled labor		
9. Accounting, bookkeeping		
10. Dataprocessing and/or computer programming		
11. Para professional medical, legal, or teaching personnel		
12. Professionals		
13. Office management		
14. Security personnel		
15. Recreation personnel		

Section II

19. Below are listed some broad occupational areas. In columns 1 and 2 indicate the number of full and/or part time employees your firm employs in each of the areas. Place check marks in the appropriate columns (3-12) under the remaining four major headings to indicate the relevant present and future situation in your best judgement.

		Quality of Training of Applicants	
		8 Adequate	9 Inadequate
1. Secretarial, clerical			
2. Sales Personnel			
3. Foremen or first line supervisors			
4. Managerial			
5. Technicians including			
6. Skilled trades			
7. Semi-skilled workers			
8. Unskilled labor			
9. Accounting, bookkeeping			
10. Dataprocessing and/or computer programming			
11. Para professional medical, legal, or teaching personnel			
12. Professionals			
13. Office management			
14. Security personnel			
15. Recreation personnel			

Section II

19. Below are listed some broad occupational areas. In columns 1 and 2 indicate the number of full and/or part time employees your firm employs in each of the areas. Place check marks in the appropriate columns (3-12) under the remaining four major headings to indicate the relevant present and future situation in your best judgement.

	Desired Level of Education for Entry			
	10 HS	11 Two-Year Degree	12 Four-Year Degree	13 Other
1. Secretarial, clerical				
2. Sales Personnel				
3. Foremen or first line supervisors				
4. Managerial				
5. Technicians including				
6. Skilled trades				
7. Semi-skilled workers				
8. Unskilled labor				
9. Accounting, bookkeeping				
10. Dataprocessing and/or computer programming				
11. Para professional medical, legal, or teaching personnel				
12. Professionals				
13. Office management				
14. Security personnel				
15. Recreation personnel				

Section II

19. Below are listed some broad occupational areas. In columns 1 and 2 indicate the number of full and/or part time employees your firm employs in each of the areas. Place check marks in the appropriate columns (3-12) under the remaining four major headings to indicate the relevant present and future situation in your best judgement.

			Income Salary Ranges (full-time only)			
	1	2	3	4	5	6
1. Secretarial, clerical						
2. Sales Personnel						
3. Foremen or first line supervisors						
4. Managerial						
5. Technicians including						
6. Skilled trades						
7. Semi-skilled workers						
8. Unskilled labor						
9. Accounting, bookkeeping						
10. Dataprocessing and/or computer programming						
11. Para professional medical, legal, or teaching personnel						
12. Professionals						
13. Office management						
14. Security personnel						
15. Recreation personnel						

If there are other areas of concern related to Atlantic Community College, we invite your comments.

Thank you for your cooperation.

APPENDIX B

List of Participating Firms by Municipality

Absecon

Garafola and Jensen, Inc.

Atlantic City

A. C. Boat and Engine Works

Abbotts Dairies

Atlantic Advertising, Inc.

Atlantic Candy Co.

Atlantic City Coat Co., Inc.

Atlantic Iron Co.

Bayview Mfg. Co.

Brandenberger Iron Co., Inc.

Brooks and Idler

Canada Dry Bottling Co.

Coast Photo Engravers

Coca Cola Bottling Co.

Diehl Welding and Machine Co., Inc.

EMPCO

Fralingers, Inc.

Ginsburgs Bakery

Ireland Coffee-Tea, Inc.

James Candy Co.

Kramer Beverages Co., Inc.

L-B Mfg. Co.

Landis Battery Co.

Atlantic City (cont'd.)

Mack Equipment and Machine Co.

March Construction Co.

Pepsi Cola Bottling Co.

Quaker Venetian Blind Co.

J. & J. Mfg. Co.

South Jersey Publishing Co.

Thomas G. E. A., Inc.

Varvaro Const. Co.

Vento Steel Products Co.

Wallace Venetian Blind Co.

Brigantine

Jomar Industries, Inc.

Buena Boro

Eastern Color and Chemical Corp.

South Jersey Clothing Co.

Scott Paper Co.

Buena Vista Twp.

Dougherty Brothers Co.

Vineland Laboratories, Inc.

Wilmad Glass Co.

Richland Glass Co., Inc.

Egg Harbor City

Better Bilt Division

Cantor, Louis & Son

Egg Harbor - Pacemaker Boat Co., Inc.

Egg Harbor Rope Products, Inc.

Laureate Press

Pembroke, Inc.

Petrilli, Joseph

Renault Winery, Inc.

Schairer Bros.

Jersey Coat Co., Inc.

Egg Harbor Twp.

R.S.L. Woodworking Products Co.

Southern Industrial Corp.

Folsom

South Jersey Gas Co.

Whitmeyer Bros., Inc.

Galloway Twp.

Lenox China, Inc.

Hamilton Twp.

Mizpah Toy and Novelty Co.

Atlantic Plastic Containers Corp.

Gem Refrigeration Industries, Inc.

Post Marine Company, Inc.

Shulton, Inc.

Hamilton Twp. (cont'd.)

Tilton Cabinet Mfg. Co.

Wheaton Industries

Hammonton

C. & E. Canvus, Inc.

CFE, Inc.

C & P Coat Co., Inc.

Croan Pants Co.

Deer Park Baking Co.

Eastern Brewing Corp.

Ideal Mfg. Co.

Kessler, Wm. B., Inc.

Modern Clothing Co., Inc.

National Garment Co.

Palma, Joseph R., Inc.

Presswell Record Mfg. Co., Inc.

Whitehall Laboratories, Inc.

Longport

Longport Marine Co., Inc.

Mullica Twp.

KMT Corp.

Scholler Bros., Inc.

Pleasantville

A C E Refrigeration and Air Conditioning Co.

Greenberg, David I. & Co.

Pleasantville (cont'd.)

Huebsch Originators

Mercury Glass Co.

Peter Lumber Co.

Seaboard Instrument Co.

Seashore Ornamental Iron Co.

South Jersey Publishing Co.

Stewart, Peter, Inc.

Stone, A. E., Inc.

Volk Corp.

Somers Point

Loveth Pumps

UNIVERSITY OF CALIF.
LOS ANGELES

FEB 23 1979

CLEARINGHOUSE FOR
JUNIOR COLLEGES